



Input about the Study Area was gathered from residents and visitors at the Kickoff Meeting on September 14, 2004



Residents and stakeholders discussed land uses and the future character of the Study Area at the October 16, 2004, Community Workshop

2.1 PUBLIC PROCESS

The public participation process consisted of community meetings and workshops, a project website, and advisory committee meetings from September 2004 to January 2005.

Community Workshop and Public Meetings

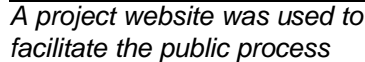
The primary tool for achieving public participation was a Community Workshop held on Saturday, October 16 at City Hall East. A meeting announcement was delivered via post to all property owners within the Study Area, was announced on the project website, and was publicized via NPU and neighborhood meetings.

The October 16 Workshop focused on developing an overall vision and character for the Study Area. It included a review of existing conditions, a review of the on-line Image Preference Survey results and a hands-on session to identify the area's future character, with a focus on:

- Residential land uses
- Commercial land uses
- Parks and open space
- Pedestrian improvements
- Vehicular transportation improvements
- Community design

Other community meetings included:

- Project Kickoff Meeting (Tuesday, September 14, 2004) – included input from participants about positive and negative aspects of the Study Area, a review of the LCI process, project schedule, and planning process.
- Community Meeting (Tuesday, November 30, 2004) – included a review of draft alternative concepts that were refined by the consultants.
- Draft Plan Presentation (Tuesday, December 14, 2004) – included a presentation of the guiding principles and draft recommendations for the Study Areas.



- ## Advisory Committee Meetings

Project Website

www.tunspan.com/poncemoreland

2.2 GOALS AND OBJECTIVES

Prior to commencing with the visioning process consultants worked with the community and stakeholders to develop goals and objectives for the Study Areas. The following are those that were developed. Unless indicated, they apply to all Study Areas.

Transportation

Priority Goal:

Enhance the pedestrian environment by making walking comfortable, safe and convenient.

Objective: Create and maintain a system of safe sidewalks and pedestrian street crossings to improve pedestrian circulation and reduce vehicle/pedestrian conflicts.

Objective: Ensure that all pedestrian facilities are accessible and accommodating to persons with disabilities.

Objective: Encourage building forms that encourage pedestrian usage and increase pedestrian comfort.

Objective: Provide an attractive, pedestrian-friendly sidewalk environment with greenery, street trees, wide sidewalks, pedestrian lighting, buried utilities and outdoor dining.

Objective: Improve the utilization of existing pavement by converting unused pavement into pedestrian amenities.

Objective: Utilize building and site planning designs that reduce the walking distances.

Priority Goal:

Improve vehicular safety along major arterials, while respecting its urban context and impact on other modes of travel.

Objective: Utilize access management solutions, such as consolidated curb cuts, cross-access easements, and alleys, to reduce the number of curb cuts.

Objective: Utilize roadway design and signalization programs that favor drivers who drive responsible (reasonable acceleration, at the speed limit, etc).

Objective: Reduce driver confusion associated with shifting lanes, lane drops, unused pavement, and poorly marked intersections.

Objective: Reduce unnecessary roadside clutter so that traffic signs and design cues can more effectively support responsible driving in an urban context.

Objective: Eliminate drainage problems.

Objective: Psychologically narrow streets by placing new buildings at the back of the sidewalk to increase the sense of enclosure.

Objective: Target problematic intersections and develop targeted improvement programs (i.e. Boulevard/Ponce and Ponce/Moreland, etc.).

Objective: Provide adequate parking in commercial and mixed-use nodes.

Objective: Address the amount of traffic and speed through residential neighborhoods.

Objective: Connect new developments with the existing street pattern.

Objective: Reduce speeding at off-peak hours.

Priority Goal:

Make bicycling pleasant and safe.

Objective: Connect transit stations and commercial/mixed-use nodes with bicycle facilities.

Objective: Increase on-street bicycle lane options, signage and awareness.

Objective: Provide off-street bicycle paths.

Objective: Increase connections to existing off-street bicycle paths.

Priority Goal:

Make transit a more viable means of travel.

Objective: Enhance and improve transit facilities with trolley facilities along arterials and emphasizing implementation of the Belt Line.

Objective: Utilize transit to reduce the impact of automobile on the quality of life.

Objective: Provide land use patterns that support transit.

Objective: Provide improved bus facilities, such as posted schedules, shelters, and improved reliability.

Objective: Integrate transit with pedestrian improvements.

Objective: Encourage enhancement of existing MARTA service.

Land Use and Zoning

Goal: Provide a balanced and compatible mix of land uses.

Objective: Ensure a compatible mix of commercial and residential land uses.

Objective: Protect single-family neighborhoods from incompatible commercial and residential encroachment.

Objective: Utilize land use and zoning to accentuate the unique sense of place.

Objective: Encourage redevelopment of auto-oriented land uses into vertically mixed-use buildings.

Objective: Address and minimize the proliferation of suburban-style and auto-oriented uses.

Housing

Goal: Ensure a mix of quality housing options.

Objective: Encourage a variety of housing types that reflect the desired and unique scale and character of each study area.

Objective: Provide housing opportunities in mixed-use developments and redevelopments.

Objective: Reduce multifamily encroachment pressure into single-family areas by focusing new multifamily housing along major arterials.

Infrastructure and Facilities

Goal: Create a safe environment for residents and visitors.

Objective: Provide effective policing in residential areas.

Objective: Provide adequate, but not excessive, street and sidewalk lighting.

Objective: Encourage urban design principles that promote safety.

Objective: Provide for homeless and transient population in different ways to ameliorate their negative impact on businesses, residents, and visitors

Objective: Clean up the streetscapes with greenery, street trees, pedestrian lighting, and outdoor seating while removing graffiti from nearby property.

Goal: Ensure adequate infrastructure to support future development.

Objective: Maintain and rehabilitate utilities and infrastructure.

Objective: Incorporate natural resource protection and open space provision into infrastructure improvement projects.

Objective: Identify stormwater management and sewer improvements to mitigate flooding of low-lying areas.

Goal: Increase green space

Objective: Require new developments to concentrate open space into usable masses.

Objective: Increase and accentuate number of parks and green spaces.

Objective: Identify, evaluate, and protect mature public and private trees.

Urban Design and Historic Resources

Goal: Identify and preserve historic resources.

Objective: Identify, preserve and protect historically significant buildings and sites.

Objective: Provide buildings with a range of ages to support the economic diversity that usually results from such.

Goal: Utilize redevelopment to mend the urban fabric.

Objective: Ensure that new development is truly urban, rather than suburban, in form and scale.

Objective: Respect the primacy of the sidewalk as a city's primary public space.

Objective: Utilize building materials that are durable.

Objective: Avoid internally focused buildings and sites.

Markets

Goal: Establish community supported, market-based development strategies.

Objective: Support neighborhood commercial uses.

Objective: Establish market-based and financially viable development concepts, while respecting the community's vision for its future.

Objective: Provide a healthy mix of retailers, restaurants, services and professional uses.

Ponce de Leon Avenue Study Area

Goal: Recognize and respect Ponce de Leon Avenue's long-standing eclectic and diverse character, while removing key liabilities.

Objective: Remove threatening persons, especially those engaged in illegal activity such as drugs and prostitution.

Objective: Target the intersection of Monroe Drive/Boulevard and Ponce de Leon Avenue for redevelopment and transportation improvements.

Objective: Redevelop City Hall East into a mixed-use development.

Objective: Encourage new development to build upon diverse historic architectural precedents, including Modernism, Art Deco, Mediterranean Revival, Romanesque Revival, and Craftsman styles, in a complementary and compatible manner.

Moreland Avenue Study Area

Goal: Transform Moreland Avenue from a neighborhood barrier into a corridor that enriches and connects neighborhoods.

Objective: Incorporate and enhance existing plans to improve connectivity across Moreland Avenue at Freedom Park.

Objective: Establish a long-term vision for existing single-family areas along Moreland Avenue in the Edgewood and Reynoldstown neighborhoods.

Moreland Avenue LCI Study Area

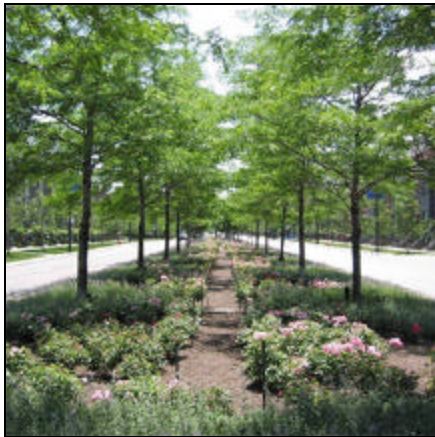
Goal: Provide neighborhood-scaled transportation facilities.

Objective: Improve connectivity between MARTA stations, the adjacent neighborhoods, and each other.

Objective: Support existing traffic calming efforts in adjacent neighborhoods.



*Ponce de Leon Avenue
Transportation score of -3.48*



*Ponce de Leon Avenue
Transportation score of +3.63*



*Ponce de Leon Avenue West Sector
score of -3.70*

2.3 IMAGE PREFERENCE SURVEY

A key visioning tool for the Ponce de Leon/Moreland Avenue Corridor Study was the use of an Image Preference Survey (IPS) – one survey for the Ponce de Leon Avenue corridor and one survey for the Moreland Avenue corridor. Using an on-line format accessed via the project website, the public was given the opportunity to score a variety of images for their level of desirability for the future of the Study Area. Images included Commercial/Mixed Use, Residential and Public Spaces. Possible scores ranged from -5 (extremely undesirable) to +5 (extremely desirable). A score of 0 indicated no preferences.

The Ponce de Leon Avenue IPS was organized into a Transportation section covering the entire Ponce de Leon Avenue portion of the Study Area, a West Sector from Penn Avenue to Ponce de Leon Court, a Central Sector from Ponce de Leon Court to Freedom Parkway and an East Sector from Freedom Parkway to Moreland Avenue. The Moreland Avenue IPS was organized into a Transportation section covering the entire Moreland Avenue portion of the Study Area, a North Sector from Ponce de Leon Avenue to Druid Place, a Central Sector from Druid Place to Hardee Street, a South Commercial Sector at approximately Moreland Avenue and Memorial Drive and Moreland Avenue and Wylie Street, and a South Residential Sector from Hardee Street to Hosea Williams Drive and from Wylie Street to Merlin Avenue.

While the survey was available on-line, 231 people took the Ponce de Leon Avenue survey and 434 people took the Moreland Avenue survey.

Ponce de Leon Avenue Survey Results

Transportation Section

Although Ponce de Leon Avenue has sidewalks and is served by public transit, the results of the survey indicated that the pedestrian realm and other transportation amenities could be improved. Images that received negative scores included, sidewalks next to travel lanes without a planting zone buffer and bus stops without adequate shelter (see image). Images that received the highest positive scores and could be implemented along the Ponce de Leon Avenue corridor include light rail transit, bicycle paths, and planted medians (see image).

West Sector

The West Sector of Ponce de Leon Avenue currently consists of a variety of land uses, including residential, commercial, and institutional. Images that participants in the survey scored as



*Ponce de Leon Avenue West Sector
score of +3.73*



*Ponce de Leon Avenue Central
Sector score of -1.71*



*Ponce de Leon Avenue Central
Sector score of +2.75*

inappropriate for the West Sector of the corridor included those with large parking lots and “cookie cutter” housing and retail that could be found in more suburban areas (see image on previous page). Images that participants scored as appropriate for the corridor included mixed-use streets with first floor retail and office or residential above (see image). Architecture of the buildings included a mix of modern/contemporary and traditional styles with building heights at approximately 4 to 6 levels. Streets had a desirable pedestrian environment with sidewalks, street trees, and fewer curb cuts resulting in side and alley access to the rear of buildings.

Central Sector

The Central Sector of the Ponce de Leon Avenue corridor, from Ponce de Leon Court to Freedom Parkway, includes Midtown Place, City Hall East, and a variety of other retail and residential developments. Survey images that were scored undesirable for the Central Sector of Ponce de Leon Avenue included generic retail and restaurants (see image). Other negative images included residential buildings that did not front the street and mixed-use buildings that were too dense for this section of Ponce de Leon Avenue. Images that had high positive scores consisted of pedestrian-scaled retail and mixed-use buildings (see image). Building styles varied from traditional townhouses to contemporary loft developments. Other elements that contributed to positive scores included design features, such as plaza areas and unique architectural treatments at nodes.

East Sector

The East Sector of Ponce de Leon Avenue extends from Freedom Parkway to Moreland Avenue. Commercial/retail uses vary along the corridor from a big box grocery store to locally owned antique stores, while residential structures vary from duplex dwellings to mid-rise apartments. From the survey, images that scored as undesirable for the East Sector included generic retail establishments (see image on following page) lacking unique character and streetscapes that were lacking in pedestrian-scale and amenities. Common suburban garden-style apartments also scored negatively because of their lack of distinctive architecture and respect for surrounding uses. Images that scored positively by participants included mixed-use areas that were pedestrian-oriented with wide sidewalks, street trees and outdoor dining and gathering spaces (see image on the following page). Storefronts had large display windows and individual unique entrances. Building character included mostly brick, traditional style multi-family dwellings with architectural details. Building heights ranged from 3 to 4 levels with setbacks that complemented the pedestrian-oriented streetscape.



*Ponce de Leon Avenue East Sector
score of -4.24*



*Ponce de Leon Avenue East Sector
score of +3.41*



*Moreland Avenue Transportation
score of -3.81*

Moreland Avenue Survey Results

Transportation Section

Moreland Avenue is vehicular corridor that carries high volumes of traffic within the Study Area and to other destinations, such as Interstate 20, DeKalb Avenue Ponce de Leon Avenue, East Atlanta and beyond. Although Moreland Avenue should be maintained to continue to carry high volumes of traffic, survey respondents indicated that the corridor should not be entirely focused on the automobile and be more pedestrian and transit-oriented. Images that scored negatively for transportation issues along Moreland Avenue included poorly maintained sidewalks and sidewalks that lacked well-defined planting, clear, and supplemental zones (see image). Other images that were considered undesirable for the corridor were poorly marked crosswalks at high traffic intersections and unattractive streetscapes. Images that survey participants scored as desirable for the corridor included well-defined streetscapes with an adequate planting zone, clear zone, and supplemental zone and well-marked pedestrian crossings using brick pavers or stamped concrete. Other desirable images included transit in the form of a trolley or light-rail running the length of the corridor and bicycle lanes that were either on-street or separated from vehicular traffic (see image on the following page).

North Sector

The North Sector of Moreland Avenue extends from Ponce de Leon Avenue to Druid Place. This section of the corridor contains a variety of uses from a gas station to single-family homes to open space. None of the images presented in the North Sector of the IPS had negative scores meaning that survey participants found some characteristic redeeming about each of the images. However, some images received higher scores and include traditional single-family homes that front onto open space and multifamily units with unique architectural character, such as tiled roofs and covered entrances (see image on the following page).

Central Sector

The Central Sector of Ponce de Leon Avenue extends from the Starbucks in Little Five Points to the Edgewood Retail District south of DeKalb Avenue. The area is considered one of the most unique retail areas in Atlanta and boasts a vibrant nightlife. From the IPS, participants scored generic establishments that are auto-oriented poorly. Other negative images included strip shopping centers with common suburban facades lacking architectural detail (see image on the following page). Images that were scored as desirable for this sector of Moreland Avenue included mixed-use developments with unique retail and unique architectural character. In addition, streetscapes with adequate planting, clear, and



*Moreland Avenue Transportation
score of +3.70*

supplemental zones, which contained outdoor dining and gathering spaces, scored high on the survey (see image on the following page).

South Commercial Sector

The South Commercial Sector includes the commercial nodes of Moreland Avenue and Wylie Street and Moreland Avenue and Memorial Drive. From the Image Preference Survey, low scoring images included existing buildings where their form and design did not communicate their use and other generic, suburban style retail developments (see image on the following page). Images that displayed desirable characteristics included buildings with historic qualities and building materials that reflected a mix of traditional and contemporary styles. Images of desirable streets were pedestrian-oriented with sidewalk amenities that consisted of large storefront windows, lighting, outdoor seating and varying facades (see image on the following page).



*Moreland Avenue North Sector score
of +3.39*

South Residential Sector

The South Residential Sector of Moreland Avenue includes the areas between Hardee Street and Hosea Williams Drive and between Wylie Street and Merlin Avenue. The area currently consists of single-family homes that are often protected from the street by high retaining walls. A few areas of infill have produced condominium buildings that do not have unit entrances along Moreland Avenue. Images that were scored as inappropriate for the south residential areas along Moreland Avenue included overgrown sidewalks with little or no protection from vehicular travel lanes and “cookie cutter” residential and retail (see image on the following page). Images that were scored as appropriate by participants included “comfortable” sidewalks with wide planting zones and human-scale architecture. In addition, survey respondents found varying facades on residential structures with a mix of contemporary and traditional styles appropriate (see image on the following page).



*Moreland Avenue Central Sector
score of -2.36*

General Findings

The images selected as most desirable represent places around the nation and some within the Study Area. Regardless, all share several characteristics. Most notable is that all of the images represent a corridor with a variety of uses and architecture that is more pedestrian than auto-oriented. Survey participants rejected images of suburban areas and auto-oriented urban areas equally. Use was less important than form, with participants expressing a desire for certain businesses, but lamenting that their corporate prototypes tend to be auto-oriented. To this end, all desired images shared a common respect for attractive and functioning streetscapes and human-scaled buildings.



*Moreland Avenue Central Sector
score of +3.47*

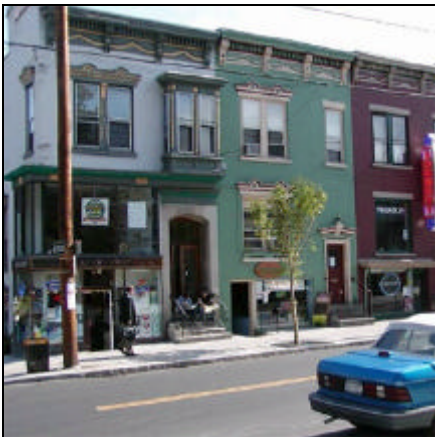
Results suggest that the residents, business, and property owners along Ponce de Leon Avenue and Moreland Avenue are yearning for a vibrant, pedestrian-oriented corridor that retains its unique character while allowing for higher density nodes at designated areas. Residential developments should be oriented towards the street and have interesting architectural designs and details. And, while the automobile will always continue to be a major mode of travel along the corridors, improved transit, walking, and bicycling facilities should be implemented to encourage them as alternatives.



*Moreland Avenue South Commercial
Sector score of -3.57*



*Moreland Avenue South Residential
Sector score of -3.55*



*Moreland Avenue South Commercial
Sector score of +3.65*



*Moreland Avenue South Residential
Sector score of +3.25*